ABSTRACT OF THE DISCLOSURE

The image data corresponding to an image is separated into areas corresponding to contents of the image. The image data in each of the area is subjected to an image processing specific to the content of the image. The image types are, for example, a character, a photograph, color, and presence of halftone. The image processing are, for example, gamma correction, color conversion, and gradation processing. The processed image data is then transferred to an external device via network.